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2. The method of Claim 1, wherein the step of connecting comprises:

extracting the information from the unique coded information as a
unique code;

transmitting the extracted unique code to an intermediate location on
the network;

transmitting to the intermediate location from the user's computer a
unique user ID associated with the user and which was stored at the user's computer;

providing a database at the intermediate location having stored therein
an associative database associating a plurality of unique codes with routing
information on the network, and also for storing user profile information associated
with user IDs received thereby;

comparing the received unique code with the information stored in the
database and, if a corresponding unique code is stored therein, forwarding both the
user profile information and the associated routing information back to the user's
computer; and

at the user's computer, utilizing the routing information to interconnect
with the advertiser's location on the network and forwarding to the advertiser's
location the user profile information.